

How to attract more visitors to your website

Attracting visitors to your website is essential if you want to get any online business. Even if you are just using your website as an online brochure you still need to make sure it can be found easily by existing and prospective clients.

There are two main ways to increase your website visibility. The first is by paying an expert to do your Search Engine Optimisation (SEO) for you, which can be very expensive; alternatively you can do it yourself.

Fortunately, there are a number of ways you can improve your search engine ranking yourself without spending a great deal of time or money.

Content is King

The content of your website is very important. Forget flashy graphics and eye catching logos the most important thing on your website is what you say. Therefore it is essential that you make sure your content is relevant to the services you are providing. Limit biographical information to your About Me page and make sure you emphasise how you can help your clients rather than who you are and what you do. Keep paragraphs and sentences short and to the point and use lists and bullet points whenever possible.

Keywords – the key to successful SEO

Keywords are vital to your search engine ranking. Keywords are the words a user types in to a search engine to find information on a particular subject. To select the best keywords for your site you will need to find out what best describes what you are offering. Think about and then list all the words you think someone would use to look for your business. Don't limit yourself to single words, use multiple words and phrases and combine words too. Don't forget to include information such as location, business name, services and common alternative spellings of any words.

When you have your list of words incorporate them into your web content by adding them to your website headings and subheadings, in links to other pages on your website and in the actual content, especially the first paragraph.

Other simple strategies

Website ranking is increased by getting your website address in as many places as possible. The more links you can get to your site from other websites the better. Links from friend's pages are fine but links from more high profile websites will make a real difference.

Register with as many directories as you can. Start off with the major search engines, Google, Yahoo and MSN, then local business directories as well as online national complementary therapy organisations. The more places you can get your business name the better your chance of being found by prospective clients.

Simple steps such as creating a site map for your website, which is a webpage with a list with links to all the pages on your website and updating your website frequently with special offers and news items will also help.

These are just a few of the actions you can take to get your website noticed for the right reasons by the right people which will help you attract more online business.

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